Market report · New Orleans-Metairie, LA

The State of Outbound Sales in New Orleans, 2026

How outbound selling looks across the New Orleans-Metairie, LA metro right now: who the buyers are, which trades have room, what is being built, what a rep costs to hire here. Then a 4-tool kit to work the market this month.

2,412

business sites with 20+ people across the categories trades sell to, #56 of our 100 metros

5.9

buyer sites per commercial landscaping contractor, #10 of 100 markets: the best rank of any trade here

Sites: U.S. Census Bureau, County Business Patterns 2023; rank among the 100 metros on our market pages. Room: U.S. Census Bureau, County Business Patterns 2023 sites per contractor in U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1, among markets with at least 10 contractors.

Executive summary Read this if nothing else

5 things to know about outbound sales in New Orleans

1

Biggest buyer pool

Restaurants: 808 sites

with 20 or more people, the largest buyer category in New Orleans-Metairie, ahead of retail stores (471).

2

Where the metro leans

Hospitals: 1.79x the U.S. mix

Also over-represented: hotels (1.77x) and restaurants (1.60x). Trades that serve these buyers have more of them here than the national average suggests.

3

Most room

Commercial Landscaping: #10 of 100 markets

5.9 buyer sites with 20+ people for each of 223 local commercial landscaping contractors. The most crowded is commercial electrical, #96 of 100.

4

Biggest reason to call

Louisiana International Terminal, $1.8 billion

Federal permit granted August 2026; opening targeted 2028. One of 4 named, sourced projects in this report.

5

Hiring locally

$124,700 for an in-house SDR's first year (illustrative)

At a $55,000 base salary, once commission, payroll taxes and benefits, tools, recruiting and training, turnover and manager time are added, before ramp time.

Sources: U.S. Census Bureau, County Business Patterns 2023; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1; project sources as of 2026-09; U.S. Bureau of Labor Statistics,

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01

Chapter 01 The market

Who buys in New Orleans-Metairie

2,412 business sites in New Orleans-Metairie have 20 or more people on site in the categories commercial trades sell to. That ranks #56 of the 100 metros we publish. Here is what those buyers are and where they sit.

The largest buyer categories

Sites with 20 or more people are the ones worth an SDR's time: big enough to have a facility lead, a service budget and a contract that comes up for renewal. The "vs. U.S. mix" column compares each category's share of local employment with its national share (1.00x is the U.S. average).

Business sites with 20+ people in New Orleans-Metairie, top 10 categories

CATEGORY	SITES WITH 20+	ALL SITES	VS. U.S. MIX	1-YR CHANGE
Restaurants LARGEST POOL	**808**	2,899	1.60x	+115
Retail stores	**471**	3,418	1.28x	+24
Medical, dental and outpatient offices	**239**	1,998	1.08x	+171
Wholesale distributors	**191**	1,129	1.04x	+28
Manufacturing plants	**172**	576	0.73x	-16
Private K-12 schools	**116**	147	1.32x	-3
Grocery stores	**95**	459	1.33x	+25
Hotels	**94**	239	1.77x	+12
Bank and credit union offices	**64**	544	1.05x	+6
Churches and religious organizations	**55**	461	0.17x	+2

Sources: U.S. Census Bureau, County Business Patterns 2023 (sites by size); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (concentration and one-year change in establishments). Suppressed size classes count as zero.

New Orleans-Metairie leans toward hospitals (1.79x), hotels (1.77x) and restaurants (1.60x). A trade that already sells to those buyers elsewhere has a deeper pool here than the national numbers suggest, and a case study from one of them travels well on the phone.

It is thinner than the U.S. mix in churches and religious organizations (0.17x) and senior living and nursing (0.59x). A program built around those buyers runs out of fresh accounts sooner here.

Growing fastest over the past year, by establishment count: medical, dental and outpatient offices (+171), restaurants (+115) and wholesale distributors (+28). New sites have no incumbent vendor yet.

The metro

New Orleans-Metairie, LA: 7 counties in this report's counts.

Jefferson Parish, Orleans Parish and St. Charles Parish hold 89% of the larger business sites, so most programs start there.

Where the sites are

Business sites with 20+ people, by county, New Orleans-Metairie

COUNTY	SITES WITH 20+	SHARE OF METRO
Jefferson Parish START HERE	**1,090**	45%
Orleans Parish	**962**	40%
St. Charles Parish	**92**	4%
St. John the Baptist Parish	**55**	2%
St. Bernard Parish	**48**	2%
Plaquemines Parish	**25**	1%

COUNTY	SITES WITH 20+	SHARE OF METRO
St. James Parish	**22**	1%

Source: U.S. Census Bureau, County Business Patterns 2023, summed across the buyer categories above. Census withholds some county-level size counts, so 118 of the metro's 2,412 sites are not assigned to a county.

02

Chapter 02 The competition

Which trades have the most room in New Orleans

Buyer sites per contractor is a rough read on how crowded a trade is: more sites for each local competitor means more doors nobody else is knocking on. Each trade's New Orleans figure is ranked against the other markets we track.

How New Orleans ranks for each trade, by buyer sites per contractor (longer bar = more room)

TRADE	RANK AMONG MARKETS	SITES PER CONTRACTOR	CONTRACTORS	1-YR CHANGE
Commercial Landscaping MOST ROOM	**#10 of 100**	5.9	223	+9
Commercial Flooring	**#39 of 68**	65	14	0
Commercial Cleaning & Janitorial	**#64 of 100**	3.4	272	-9
Managed Service Providers	**#69 of 100**	2.2	608	+18
Commercial Construction	**#86 of 100**	2.9	261	+1
Commercial Roofing	**#77 of 89**	45	30	+2
Fire Protection	**#84 of 96**	26	59	+2
Paving & Asphalt	**#85 of 94**	27	49	-4
Commercial HVAC & Mechanical	**#91 of 100**	6.5	122	-8
Commercial Painting & Coatings	**#80 of 86**	42	32	+1
Commercial Electrical	**#96 of 100**	5.5	173	+3

Sources: U.S. Census Bureau, County Business Patterns 2023 (each trade's own buyer categories, 20+ people); U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1 (contractor establishments and one-year change). Each trade counts different buyers, so compare ranks across trades, not the raw ratios. Ranked among markets with at least 10 contractors in the trade.

Commercial landscaping (#10), commercial flooring (#39) and commercial cleaning & janitorial (#64) rank best in New Orleans. For those trades a program can work longer before it calls the same building twice, and fewer competitors have already pitched each owner.

Commercial electrical is the most crowded trade here, #96 of 100: 5.5 buyer sites for each of 173 local electrical contractors. Winning there takes a sharper reason to switch than a lower price.

Commercial cleaning & janitorial (-9) and commercial HVAC & mechanical (-8) lost contractor establishments over the past year, so the same buildings are split among fewer firms than a year ago. Managed service providers (+18) and commercial landscaping (+9) added them.

Open programs

Our availability workbook does not cover New Orleans yet. We take one client per trade per territory, so ask before you plan around it.

Check whether your trade is open

03

Chapter 03 The projects

What is being built, and who owns the buildings

4 named, sourced projects and 6 anchor owners in New Orleans-Metairie. Each one is a reason to call that has nothing to do with your company and everything to do with the buyer's building.

The projects

01 · $1.8 billion

Louisiana International Terminal

Federal permit granted August 2026; opening targeted 2028

A new container terminal on about 400 acres near Violet in St. Bernard Parish, built by Port NOLA with private partners.

> With the Army Corps permit in hand, site work, container yard paving, terminal buildings and electrical service for cranes and reefers move toward bidding.

paving · electrical · construction

FOX 8 New Orleans, 2026-08-17

02 · $300 million

Gayle and Tom Benson Ochsner Children's Hospital

Under construction; opening early 2028

A five-story, 343,000-square-foot children's hospital on Ochsner's Jefferson Highway campus in Jefferson Parish.

> Foundations and concrete were under way in early 2026, so mechanical, electrical and fire protection rough-in runs through 2027, then flooring, painting and hospital cleaning before the 2028 opening.

HVAC · electrical · fire protection · flooring · cleaning

Hoodline, 2026-02-09

03 · $600 million

Omni New Orleans hotel

Construction starting late summer or fall 2026; opening 2029

A 1,000-room hotel on the Sugar Mill site across from the Morial Convention Center in New Orleans.

> A 1,000-room hotel is one of the largest MEP, fire protection and finish jobs in the region, with work running from late 2026 to 2029 and then a large housekeeping and maintenance operation.

HVAC · electrical · fire protection · flooring · painting

FOX 8 New Orleans, 2026-05-26

04 · $763 million

Morial Convention Center interior renovation

About two-thirds complete; completion 2030

A multi-year renovation of the 1-million-square-foot Ernest N. Morial Convention Center in New Orleans, done in summer work windows.

> Remaining phases include new HVAC, LED lighting, carpet and seating, so mechanical, electrical and flooring crews have summer packages through 2030.

HVAC · electrical · flooring

FOX 8 New Orleans, 2026-05-26

Projects current as of 2026-09; each source is linked on its card. Values are as reported by the source.

The anchor owners

Health systems, campuses, large employers and industrial parks hold the biggest concentrations of commercial buildings in New Orleans-Metairie. One relationship with a facilities team here can cover many buildings.

Health system · Jefferson, Jefferson Parish

Ochsner Health

Ochsner says it delivers care at 47 hospitals and more than 370 health and urgent care centers, with more than 40,000 team members in 2024.

> The flagship Jefferson Highway campus and hospitals and clinics across the metro run around the clock in a hot, humid climate,

Campus · New Orleans, Orleans Parish

Tulane University

Tulane says its uptown campus includes 110 acres and 89 buildings.

> Historic and modern academic buildings, residence halls and athletics facilities uptown, plus downtown health sciences buildings, need HVAC, roofing, painting and cleaning.

> driving HVAC, cleaning, roofing and life-safety work.

HVAC · cleaning · fire protection · roofing · flooring

Ochsner Health

HVAC · roofing · painting · cleaning · landscaping

Tulane University

Logistics hub · New Orleans, Orleans Parish

Port of New Orleans (Port NOLA)

Port NOLA says it has 13,511 feet of berthing space at six dedicated breakbulk terminals and a 140,000-square-foot dockside cold storage facility, with container volumes above 500,000 TEU six years in a row.

> Wharves, transit sheds, cold storage and cruise terminals along the river need roofing, electrical, refrigeration and paving work.

roofing · electrical · HVAC · paving · fire protection

Port of New Orleans

Industrial park · Avondale, Jefferson Parish

Avondale Global Gateway

The Maritime Executive reported in March 2026 that the former Avondale Shipyard has been transformed into a 275-acre multimodal logistics hub with four restored deepwater docks on the Mississippi River.

> Warehouses, docks, rail yards and tenant buildings on the old shipyard site carry roofing, paving, electrical and construction scopes as new tenants move in.

construction · roofing · paving · electrical

The Maritime Executive

Public owner · New Orleans East, Orleans Parish

NASA Michoud Assembly Facility

NASA lists Michoud as founded September 7, 1961, with 3,500+ people working at the facility.

> A NASA-owned rocket manufacturing site with large production halls and tenant buildings carries major electrical, mechanical, roofing and fire protection requirements.

electrical · HVAC · roofing · fire protection

NASA

Airport · Kenner, Jefferson Parish

Louis Armstrong New Orleans International Airport (MSY)

Wikipedia, citing FAA airport data, says MSY covers 1,500 acres and has two runways.

> The terminal, parking garages and airside buildings need constant cleaning, HVAC service and pavement upkeep.

cleaning · HVAC · paving · electrical

Wikipedia

Anchor facts checked 2026-10; each source is linked on its card.

Which trades the work touches

Projects and anchor owners in this report that buy each trade, New Orleans-Metairie

TRADE	PROJECTS AND OWNERS	
Commercial HVAC & Mechanical		8
Commercial Electrical		8
Commercial Roofing		5
Fire Protection		5
Commercial Flooring		4
Commercial Cleaning & Janitorial		4
Paving & Asphalt		4
Commercial Construction		2
Commercial Painting & Coatings		2
Commercial Landscaping		1

Count of the projects and anchor owners above whose scope includes the trade, from the sourced descriptions.

04

Chapter 04 The calendar

The New Orleans selling calendar

Outbound runs every month, but the weather changes what a buyer wants to hear. These are the NOAA records for the New Orleans-Metairie metro's counties, month by month.

New Orleans by month: storm reports, degree days and average highs

MEASURE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Hail and damaging wind reports total, 2015 to 2024	4	7	7	46	47	20	9	7	3	4	4	5
Cooling degree days average month	39	35	75	137	331	484	550	551	433	206	56	23
Heating degree days average month	403	261	154	29	0	0	0	0	0	21	171	317
Average high (°F) average month	62	66	72	78	84	89	91	91	88	80	71	65

Sources: NOAA NCEI Storm Events Database, 2015 to 2024: reports of hail 1 inch or larger and thunderstorm wind of 58 mph or more, by month, across the market counties. NOAA NCEI nClimDiv county monthly series, 1991-2020 averages. Degree days count how far the daily average sits above (cooling) or below (heating) 65°F, summed over the month.

NOAA logged 35 hail reports of 1 inch or larger and 128 damaging wind reports across the metro's counties from 2015 to 2024: #63 of 100 markets for hail and #69 for wind. April, May and June carried 69% of the reports. Storms are not the main driver here, so roof age, leaks and budget timing carry the roofing conversation.

The metro averages 2,919 cooling degree days a year (#13 of 97 markets) and 1,356 heating degree days (#88 of 97). Cooling load peaks in May, June, July, August and September; heating in January, February and December. Peak months are when HVAC calls lead with service and response times; the rest of the year they lead with planned work and budgets.

Trades with no weather season

Cleaning, construction, electrical, flooring and fire protection sell on contract end dates, budgets and inspection cycles. Learn each account's date on the first call and come back before it.

Every month averages a high of 60°F or more, so exterior painting, paving and landscaping work is not squeezed into a short season here. The calendar that matters is each property's contract and budget date.

> "HVAC outbound runs every month of the year, and the season changes the message, not the effort. In peak months calls lead with service: which units struggled, how fast the current contractor responded, and when the agreement renews. The rest of the year they lead with planned work, budgets and equipment past mid-life."
>
> — How HVAC timing works, from our HVAC talk track

05

Chapter 05 The numbers

What one meeting takes, trade by trade

What booking a meeting has taken on our own calling floor for the trades we run in New Orleans, next to the records we can prospect here. The sales center figures are national; it does not break them out by city yet.

Dials per booked appointment, by trade (lower is faster), national

TRADE	DIALS PER APPOINTMENT	REACHED PROPOSAL	PROPOSALS WON	DIALS FOR 10 MEETINGS
Fire Protection FASTEST TO BOOK	**78**	21.6%	13.2%	about 780
Paving & Asphalt	**86**	32.2%	7.4%	about 860
Commercial Landscaping	**88**	18.8%	12.7%	about 880
Commercial Electrical	**96**	14.6%	21.1%	about 960
Commercial HVAC & Mechanical	**98**	16.6%	24.9%	about 980
Commercial Painting & Coatings	**115**	31.2%	14.4%	about 1,150
Commercial Flooring	**122**	30.8%	9.8%	about 1,220
Commercial Roofing	**140**	25.9%	16.1%	about 1,400
Commercial Cleaning & Janitorial	**142**	23.9%	21.7%	about 1,420
Managed Service Providers	**162**	10.0%	20.5%	about 1,620

All of these trades together: 122 dials per appointment

Source: Abstrakt sales center, Performance Intelligence, national, as of October 2026. Dials per appointment = prospecting calls divided by appointments set. History, not a promise. Full benchmarks and method.

The records behind a New Orleans program

Before a program starts we size the list: the decision-maker records Abstrakt can prospect for each trade in the New Orleans-Metairie-Hammond territory.

3,686
Commercial Roofing

3,686
Commercial Construction

1,232
Commercial HVAC & Mechanical

917
Commercial Cleaning & Janitorial

Source: Abstrakt territory record counts, as of October 2026: estimated decision-maker records Abstrakt can prospect for each program in the territory. Shown for the programs the count covers.

Read it this way

Divide the records by the dials one meeting takes and you see how long a list lasts before it repeats. A thin list means a program has to work every record well, not just call more.

06

Chapter 06 Build or buy

What an in-house SDR costs in New Orleans

Before you hire a sales development rep in New Orleans, price the whole job, not just the salary.

The salary is the smallest part of the decision. About 2,200 people hold the role in the New Orleans-Metairie, LA metro, and every one of their employers is competing for the same hires.

An in-house SDR's first year, at a $55,000 base salary (illustrative model)

COST	YEAR ONE
Base salary	$55,000
Commission and bonus	$15,000
Payroll taxes and benefits (25% of pay)	$17,500
Tools and data ($550 a month)	$6,600
Recruiting and training	$7,000
Turnover (35% a year, rehiring)	$2,450
Manager and QA time (5 hours a week) and admin (4 hours a month)	$21,150
Total, before ramp time	**$124,700**

Headcount: U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025. Sales representatives of services, except advertising, insurance, financial services and travel (SOC 41-3091). The cost lines are the starting values of our SDR cost calculator: $15,000 commission, 25% payroll taxes and benefits, $550 a month in tools, $7,000 recruiting and training, 35% yearly turnover, and manager, QA and admin time. Change any of them there.

$124,700

for one in-house SDR's first year at a $55,000 base salary.

That buys one rep. It does not buy the list, the manager's coaching system or cover when the rep leaves.

Ask us what a program would cost for the same work

Part two Apply this

The New Orleans market toolkit

4 working tools built from the chapters above. Tick the boxes as you go (they stay ticked in this browser), copy the scripts into your CRM, or save the whole guide as a PDF and print this part as a worksheet.

01

Account scorecard

Score an account before anyone dials it.

02

Discovery question bank

The questions that qualify a meeting.

03

Trigger watchlist

The changes that make a buyer take the call.

04

30-day action plan

Four weeks of steps you can start Monday.

TOOL 01

Account scorecard

Before an account goes on the call list, check every line that fits. Call the accounts with the most ticks first, and leave the ones with none for later.

- [ ] **It sits in Jefferson Parish, Orleans Parish and St. Charles Parish**
  89% of the metro's larger business sites are in these counties.
- [ ] **It has 20 or more people on site**
  One of the 2,412 sites this report counts. At that size a facility lead usually owns the building decisions.
- [ ] **It is in a category New Orleans over-indexes on**
  hospitals (1.79x the U.S. mix), hotels (1.77x the U.S. mix) and restaurants (1.60x the U.S. mix).
- [ ] **It belongs to an anchor owner or a named project**
  Ochsner Health, Tulane University, Port of New Orleans (Port NOLA) and Avondale Global Gateway.
- [ ] **You can name the person who signs**
  A name and a title before the first dial, not just the main line.
- [ ] **You are calling a business line**
  A business line, not a personal phone. Look up the calling laws for Louisiana before you dial.

0 of 6 checked

TOOL 02

Discovery question bank

Ask fewer, better questions. Pick three or four for the call and save the rest for the meeting. Each one comes with the reason it earns its place.

Restaurants: 808 sites here

From our fire protection talk track. Staying open and passing inspection. Multi-unit operators are worth more than single locations.

1. **When was your hood suppression system last inspected, and when is the next one due?**
   Due dates tell you when to call and what to offer.
2. **Have you had a failed inspection or a citation recently?**
   Failed inspections threaten the ability to stay open and create urgency.
3. **How many locations do you operate, and does each one use a different vendor?**
   Multi-unit operators are more valuable and often want one vendor across locations.

Medical, dental and outpatient offices: 239 sites here

From our landscaping talk track. Patient access and safety. Many practices lease, so the landlord or property manager is often the buyer.

1. **Do you own the building, or does a landlord or property manager handle the grounds?**
   Many practices lease, so this tells you whether to keep selling here or move to the landlord.
2. **Have patients complained about the entrance, parking or grounds?**
   Complaints give the practice administrator a reason to push for a change.

Retail stores: 471 sites here

From our roofing talk track. Leaks in front of customers. Qualify early whether the store or the landlord owns the roof.

1. **Does the store or the landlord own the roof under your lease?**
   This is the first qualifying question, since many retail roofs are the landlord's responsibility.
2. **Where have leaks hit, the sales floor, the stockroom or around rooftop units?**
   Leak location shows how much they affect customers and inventory, which drives urgency.
3. **Is a remodel or refresh scheduled for this location?**
   Remodels are when replacement or major repair gets funded and scheduled.

Any first meeting

Plain practice that works in every market.

1. **How are you handling this today, and what would you change about it?**
   The gap between today and what they want is the whole reason to meet.
2. **What happens if nothing changes this year?**
   Tells you whether there is a cost to waiting, or only curiosity.

3. **When does the current grounds contract end?**
   The date sets your follow-up timing.

3. **Who else would need to agree before anything moves?**
   Names the people who can stall the deal, while you can still invite them.

4. **When does the current contract or budget come up for review?**
   Gives you the date to plan around, even when the answer today is no.

5. **What would make a first meeting worth your time?**
   Lets the buyer set the agenda, which is the agenda they will show up for.

TOOL 03

Trigger watchlist

Each of these changes gives a buyer a reason to take the call this month instead of next year. Tick the ones you will track, and set a news alert or CRM field for each so you hear about it first.

- [ ] **Louisiana International Terminal**

  Federal permit granted August 2026; opening targeted 2028. With the Army Corps permit in hand, site work, container yard paving, terminal buildings and electrical service for cranes and reefers move toward bidding.

- [ ] **Gayle and Tom Benson Ochsner Children's Hospital**

  Under construction; opening early 2028. Foundations and concrete were under way in early 2026, so mechanical, electrical and fire protection rough-in runs through 2027, then flooring, painting and hospital cleaning before the 2028 opening.

- [ ] **Omni New Orleans hotel**

  Construction starting late summer or fall 2026; opening 2029. A 1,000-room hotel is one of the largest MEP, fire protection and finish jobs in the region, with work running from late 2026 to 2029 and then a large housekeeping and maintenance operation.

- [ ] **Morial Convention Center interior renovation**

  About two-thirds complete; completion 2030. Remaining phases include new HVAC, LED lighting, carpet and seating, so mechanical, electrical and flooring crews have summer packages through 2030.

- [ ] **Storm season: April, May and June**

  69% of the 163 large-hail and damaging-wind reports NOAA logged across the metro, 2015 to 2024, fell in these months. Owners want an inspection after an event; call the ones you already know first.

- [ ] **Cooling season: May, June, July, August and September**

  The months with the most cooling load here. Units that struggle now give a facility lead a reason to take a second contractor's call.

- [ ] **New sites: medical, dental and outpatient offices**

  QCEW counted 171 more medical, dental and outpatient offices in New Orleans-Metairie than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

- [ ] **New sites: restaurants**

  QCEW counted 115 more restaurants in New Orleans-Metairie than a year earlier. Every new site has to choose its service vendors; call before the choice settles.

0 of 8 on your watchlist

TOOL 04

30-day action plan

4 weeks, 15 steps, nothing you need to buy. Tick each one off as you finish it; your progress stays in this browser.

Week 1

Draw the territory

- [ ] Start in Jefferson Parish, Orleans Parish and St. Charles Parish, which hold 89% of the larger business sites.
- [ ] Pull the sites with 20 or more people in restaurants, retail stores and medical, dental and outpatient offices.
- [ ] Score every account with the scorecard above and sort the list by score.
- [ ] Put the accounts tied to Ochsner Health and Tulane University at the top.

Week 2

Check the rules, then write the talk track

- [ ] Look up the calling laws for Louisiana and every state you call into, and confirm them with your own counsel before the first dial.
- [ ] Pick four questions from the question bank for every call and print them next to the phone.
- [ ] Write one opening line per account type that names something local: a project, an owner or the season.

Week 3

Make the calls

- [ ] Call business lines during business hours, 8am to 5pm in the buyer's local time, in the same blocked hours every day.
- [ ] Log every dial, every conversation and every meeting set, so you know your own numbers.
- [ ] Open with the trigger when you know it: louisiana International Terminal.
- [ ] Close every good conversation with two specific meeting times.

Week 4

Measure and decide

- [ ] Divide your dials by meetings set and compare it with the 78 dials per appointment our sales center averaged on fire protection calls (national, as of October 2026).
- [ ] Put a return date on every "not now", tied to the contract or budget date they gave you.
- [ ] Before you hire, price an in-house rep with the New Orleans pay figures in this report.
- [ ] Keep what worked, rewrite the line that drew the most pushback, and run the next 30 days.

0 of 15 steps done

Sources and notes

- U.S. Census Bureau, County Business Patterns 2023: business sites by category, size and county, New Orleans-Metairie, LA.
- U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, private ownership, 2026 Q1: contractor establishments, one-year change and concentration (location quotient).
- Projects: named public sources linked on each card, current as of 2026-09.
- Anchor owners: sources linked on each card, checked 2026-10.
- NOAA NCEI Storm Events Database, 2015 to 2024: hail and damaging wind reports by month across the metro's counties.
- NOAA NCEI nClimDiv county monthly series, 1991-2020 averages: degree days and average highs by month.
- Abstrakt sales center, Performance Intelligence, national, as of October 2026: dials, appointments, proposals and wins by trade. Method.
- Abstrakt territory record counts, as of October 2026: decision-maker records per program in the New Orleans-Metairie-Hammond territory.
- U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics (OEWS), May 2025: Sales representatives of services, except advertising, insurance, financial services and travel (SOC 41-3091).
- Cover photo: St. Louis Cathedral and Jackson Square in New Orleans at sunset, by Emanuel Odadjiev on Unsplash, Unsplash License.
- The toolkit's discovery questions come from our trade talk tracks; the plan and checklists are sales practice, not data.

Keep reading

Market page
Appointment setting in New Orleans

Territory
Check whether your trade is open in New Orleans

Benchmarks
The full sales center benchmarks and method

Calculator
Run the in-house SDR numbers yourself

Nearby market
The State of Outbound Sales in Baton Rouge

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